SRO at the NCTA in Dallas:
Scrambling to get aboard cable's bandwagon

Broadcasting May 26

The newsweekly of broadcasting and allied arts

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The Week in Brief

TOP OF THE WEEK

CABLE'S BIGGEST EVER ☐ A record attendance, a lively agenda and displays of the newest in hardware and software combined to put the stamp of success on the NCTA convention. **PAGE 27.**

REACTION TO PREMIERE ☐ Cable operators are dazzled at its Dallas presentation. But the new service gets cool reception from NCTA's board and competitors talk of legal recourse. **PAGE 27.**

WARINESS ☐ Delegates in Dallas have reservations about 400 mhz equipment. **PAGE 30.**

BACKE'S SUCCESSOR ☐ Thomas Wyman, vice chairman of Pillsbury, named CBS president and chief executive officer. **PAGE 34.**

MEDIA

FRANCHISING'S FUTURE ☐ NCTA panelists warn against empty promises and devious practices by cable operators courting cities. **PAGE 36.**

HEARST EXPANSION ☐ It buys Dayton TV for $48 million and forms a CATV division. **PAGE 39.**

BUSINESS

HIGH MARKS ☐ Financial experts reassure NCTA that there is no dearth of investment and loan funds for cable, but question large acquisition prices and excessive promises in franchise bidding. **PAGE 43.**

A FEELING OF SECURITY ☐ An NCTA session explores the growing potential of burglar and fire alarm systems as part of cable's growing services. **PAGE 48.**

COMMERCIALS ON CABLE ☐ Perspectives of agencies, reps, programers and cable operators are offered in Dallas. **PAGE 52.**

ABC OPTIMISTIC ☐ Goldenson and Rule concede there will be slight drop in earnings in 1980, but expect the year to be the second best in the company's history. **PAGE 54.**

PROGRAMING

NBC's PROSPECTS ☐ Silverman and Pfeiffer assure affiliates at L. A. meeting that the network has what it takes to continue improving. **PAGE 55.** Tartikoff explains the strategy of the new schedule. **PAGE 57.** Mulholland tells delegates that NBC is not interested in cable and other delivery methods. **PAGE 57.** NBC-TV lays out a year's worth of movies and specials. **PAGE 57.**

NEW PACKAGES ☐ HBO offers its Cinemax pay-TV service. Showtime announces its new line-up of programs. **PAGE 61.**

LAW & REGULATION

REGULATORS LOSING GROUND ☐ An NCTA panel of policy makers cites the problem of keeping up with needed changes in basic telecommunications policy. **PAGE 63.**

COPYRIGHT ☐ Congressman at NCTA says FCC should hold up on cable deregulation until Congress has a chance to review payment schedule to rights holders. **PAGE 64.**

DON'T STAND STILL ☐ Van Deerlin warns cable it can't rest on its laurels. **PAGE 65.**

LIFE FOR THE FTC ☐ Congress approves legislation to fund the agency. **PAGE 68.**

TECHNOLOGY

ANCILLARY SERVICES ☐ Cable operators at NCTA convention are urged to get into teletext alarms, data and other areas before the competition steps in. **PAGE 70.**

TWO-WAY CONVERTER ☐ It's a hot ticket at the Dallas show with Warner-Pioneer and TOCOM in the forefront and Oak getting ready to go into that phase of the business. **PAGE 72.**

PROFILE

PUTTING BEST FOOT FORWARD ☐ For nearly two decades, Roy Danish has been on the defense and the offense for television. But equally important, as director of the Television Information Office he has demonstrated a knack for intercepting problems before they materialize. **PAGE 97.**

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Summary of broadcasting

FCC tabulations as of March 31, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,546	3	9	4,558	104	4,662
Commercial FM	3,165	2	1	3,168	181	3,349
Educational FM	1,030	0	5	1,035	96	1,131
Total Radio	8,741	5	15	8,761	381	9,142
Commercial TV						
VHF	514	1	2	517	9	526
UHF	224	0	5	229	68	297
Educational TV						
VHF	99	1	5	105	6	111
UHF	155	2	5	162	8	170
Total TV	992	4	17	1,013	91	1,104
FM Translators	293	0	0	293	152	445
TV Translators						
UHF	1,262	0	0	1,262	412	1,674
VHF	2,510	0	0	2,510	187	2,697

*Special temporary authorization

**Includes off-air licenses